

AGM

art management

Madrid, 22 de Mayo de 2024

Dear Sirs,

We are pleased to greet you and respond to your inquiries regarding the public exhibition project for the city of Doral, named TERRITORIOS CRUZADOS, by DIART (DORAL IS ART), our cultural proposal for this wonderful city.

- **Who is the local organizer? Have you worked with the City of Doral before? What is your relationship with Codina Partners?**

If we receive a positive response from the Council, we will open a branch of AGM Art Management (our company based in Madrid, Spain) in Miami. We have an allied art company supporting this project, managed by cultural promoter Adriana Meneses (Adriana Meneses Art LLC), who is one of the curators of this project, alongside Maria Luz Cárdenas, curator of AGM Art Management.

Adriana Meneses has developed several cultural projects in Doral, such as the Doral Art Fair, served as an advisor to MIFA, and organized various exhibitions in Doral. She was the curator of Beyond the Chair, March 2024. She has received recognition from the Doral City Hall.

María Luz Cárdenas is a renowned art curator with nearly 40 years of experience in major museums and art events in Venezuela and internationally (her resume is attached). She currently serves her second term as president of AICA (International Association of Art Critics, Venezuela chapter) and was instrumental in the organization and development of the prestigious Sofia Imber Museum of Contemporary Art (MACSI).

Relationship with Codina Partners: We presented the project “Territorios Cruzados” and the idea of a public exhibition of renowned Ibero-American artists to Mr. Lee Casey of Codina Partners. This group has been very pleased with the quality of this cultural project for the city of Doral and has been our consistent professional ally.

- **Are the works represented in the proposal confirmed for the temporary exhibition or a representation of what can be confirmed?**

These works are examples of the proposed artists' work. The artists will either create new pieces or select existing works that could be part of the “Territorios Cruzados” exhibition, at the discretion of the curators.

- **The budget includes items for related programming, but there is no explanation of what it will be.**

There will be talks, conferences, and guided tours about the “Territorios Cruzados” exhibition, involving several of the represented artists. These talks will be open to community members, and we also aim to engage schools and universities with our artists and curators to discuss this exhibition.

Other proposed topics for these talks and conferences may include Public Art and Migration as a cultural phenomenon, among others. These talks will be given by architects, curators, artists, urban planners, etc., as we have done in Madrid with our Madrid Luxury Art exhibition.

- **There is a request line for a curator, but this visual arts professional is not listed. The name of the Curator is not included in the proposal. This is a very important disclosure that communicates the caliber of the selection to be made and the quality of the related programming.**

As mentioned above: Maria Luz Cárdenas, curator of AGM Art Management, with the collaboration of Adriana Meneses. Both curators have had a relationship for over 30 years since Maria Luz Cárdenas was a major collaborator with Sofía Imber, the great Latin American cultural promoter who created the Sofia Imber Museum of Contemporary Art (MACSI), a key reference for Latin American art in the '80s and '90s, and the mother of Adriana Meneses.

- **What is the significance of these works at this time as conveyed through the related programming?**

The significance of these works lies in how each of them relates to the themes guiding the selection: migration, the infinite sea, space, exile, creating bridges between cultures, particularities, and identities. Each work addresses different issues and brings its own cultural profiles. However, they all share the common meaning of proposing a reading of the cultural relationships that make the state of Florida, and the city of Doral, a territory of open crossings between the diverse cultural models that have settled and contributed their cultural variants.

- **Will the selected artists give a talk about their work, moderated by the curator?**

Yes, a fundamental part of this exhibition is its related activities. Communicating the idea of this exhibition (Migration), the artworks generated around this idea, and bringing the public closer to these outstanding Ibero-American artists is essential. AGM Art Management's mission is not only the enjoyment of art but also educational work around the exhibition, developing cultural experiences for this purpose.

- **Who are the 4 plane tickets for? Who are the three people who will stay for a month?**

Geyka and Alejandra Urdaneta, Founding Partners of AGM Art Management, cultural promoters of the exhibition; Maria Luz Cárdenas, curator of the exhibition; and Tere Yabur, head of production of the event.

Geyka and Alejandra Urdaneta, along with Tere Yabur, will stay for a month. The accommodation for Maria Luz Cárdenas, the curator coming from Venezuela, will be covered by AGM Art Management.

- **Is the proposed schedule during the next edition of the Doral Art Fair?**

Initially, we planned the exhibition for the end of November, but the approval process has taken longer than anticipated, requiring a minimum of eight months to prepare for this type of project. This preparation involves workshop work to develop urban-scale works, foundries, transport of works (both national and international, including customs processes in some cases), coordination with the city council and its various departments, internal processes for permits,

architectural and engineering studies for the temporary installation of works, among other things.

Due to these circumstances, we still intend to develop this public exhibition in Doral, but now plan to schedule it for the first half of 2025. We remain very enthusiastic about developing this project in Doral. The wonderful people and attractive spaces motivate us to make this public exhibition a reality in this beautiful and thriving city with a high level of immigrants, of Crossed Territories, that welcomes everyone openly and warmly.

We would be very pleased to develop this project for Doral, as it would give us great satisfaction to offer our cultural collaboration to this great city.

We look forward to your support and are at your disposal for any further inquiries.

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Attachments

Breve reseña de *María Luz Cárdenas*.

María Luz Cárdenas. Investigadora, curadora y crítica de arte. Entre 1977 y 2001 dirigió el Departamento de Investigación del Museo de Arte Contemporáneo Sofía Imber, en Caracas.

2003-2008. Directora del Museo de Bellas Artes de Caracas.

Publica regularmente en la revista Art Nexus.

Ejerce la docencia en Estudios Curatoriales en la Universidad Central de Venezuela y la Universidad Metropolitana, en Caracas.

Presidenta actual de AICA, Asociación Internacional de Críticos de Arte Capítulo Venezuela.

Actualmente se desempeña como curadora en AGM Art Management e investigadora de proyectos en la Galería Freites, Caracas.

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Curator Maria Luz Cárdenas with Alejandra and Geyka Urdaneta Madrid Luxury Art 2024

Links of interest for Madrid Luxury Art 2023 (Public exhibition in Madrid):

1. AGM: Who are we?
2. Exhibition project by Aurora Cañero: Cuerpo Sólo.
3. Link to the video of the inauguration of Madrid Luxury Art 2023

https://drive.google.com/file/d/11_PA-OfP-DWcZJpiRIPL1S4IbPGLtDQ/view?usp=sharing

4. Link for LA EXPERIENCIA MLA2023. AGM Art Management

<https://drive.google.com/file/d/1oPbtOGb6opduUXO5FPOhOXv7K93FwUhr/view?usp=sharing>

MILA Madrid
Luxury
Art

by Madrid *Luxury* District

Aurora Cañero
Cuerpo sólo

A partir del 08 de Mayo
Calle de José Ortega

Gestión cultural
y patrocinio por AGM
Art Management

Con el apoyo de

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Flyer for MADRID LUXURY ART 2024, curator Maria Luz Cárdenas



Alejandra Urdaneta during the inauguration of Madrid Luxury Art 2024 at Madrid's Golden Mile, alongside authorities from the Madrid City Council, artist Aurora Cañero, and the founder of Madrid Luxury District, Inmaculada Pérez Castellanos.